

## *Claims*

What is claimed is:

1. A hand-held device for the redemption of electronic coupons and value, said hand-held device comprising:
  - a microprocessor embedded in said device;
  - memory electronically connected to said microprocessor;
  - visual display electronically connected to said microprocessor and said memory;
  - user interaction means electronically connected to said microprocessor, said memory, and said visual display;
  - a photodetector, said photodetector electronically coupled to said microprocessor and said memory, said photodetector capable of detecting light from a conventional bar code scanner; and
  - laser detection triggering means electronically coupled to said photodetector.
2. A method for the redemption of electronic coupons and value, said method comprising the steps of:
  - providing a hand-held device, said hand-held device having a visual display means and a photodetector;
  - pointing said hand-held device at a video display;
  - receiving electronic value data by said hand-held device from said video display;
  - storing of said electronic value data on said hand-held device;
  - transporting said electronic hand-held device to a point of sale, said point of sale having a computer system;
  - viewing said electronic value data in said visual display means and simultaneously scanning said photodetector with a light scanner; and
  - entering said electronic value data into the computer system of said point of sale.
3. A method for the redemption of electronic coupons and value, said method comprising the steps of:
  - providing a hand-held device, said hand-held device having a visual display means, a photodetector, and an interface to receive auxiliary data from a source;

configuring hand-held device to receive auxiliary data from a source;  
receiving electronic value data by initiating said hand-held device;  
storing of said electronic value data on said hand-held device;  
transporting said electronic hand-held device to a point of sale, said point of sale having a computer system;

viewing said electronic value data in said visual display means and simultaneously scanning said photodetector with a light scanner; and  
entering said electronic value data into the computer system of said point of sale.

4. A method of transmitting auxiliary data from a monitor of a computer to a hand-held device independent of the configuration of the computer, comprising:

triggering an event with initiates a computer program to run on the computer,  
running the computer program, such that an image frequency is displayed on the monitor,  
pointing the hand-held device at the monitor to capture on the device the image frequency,  
determining whether the image frequency contains auxiliary data,  
using the captured auxiliary data for the benefit of the hand-held device.

5. A method of transmitting auxiliary data from a monitor of a computer to a hand-held device which contains means to provide feedback to the computer, independent of the configuration of the computer, comprising:

triggering an event with initiates a computer program to run on the computer,  
running the computer program, such that an image frequency is displayed on the monitor,  
pointing the hand-held device at the monitor to capture on the device the image frequency,

determining whether the image frequency contains auxiliary data,

using the captured auxiliary data for the benefit of the hand-held device, and

providing feedback from the hand-held device to the computer.

6. A method of transmitting auxiliary data from a monitor of a computer to a hand-held device independent of the configuration of the computer comprising:

initiating a computer program to run on the computer,

running the computer program, such that an image frequency is displayed on the monitor,

pointing the hand-held device at the monitor to capture on the device the image frequency,

determining whether the image frequency contains auxiliary data,

triggering a promotional opportunity on the hand-held device based on the captured auxiliary data.

7. A hand-held device for providing a user with promotional opportunities, said hand-held device comprising:

a microprocessor embedded in said device;

memory electronically connected to said microprocessor;

a photodetector, said photodetector electronically coupled to said microprocessor and said memory, said photodetector capable of detecting light from a display device; and

circuitry, said circuitry capable of processing the detected light, determining whether auxiliary data is present in the detected light, and triggering an event, and

sound means, said sound means capable of reproducing a sound to the user upon receiving notification of the triggered event.

8. A hand-held device for providing a user with promotional opportunities, said hand-held device comprising:

a microprocessor embedded in said device;

means for receiving auxiliary data;

means for processing auxiliary data to determine the promotional opportunities and triggering an event; and

means for responding to the event by reproducing a sound.

9. A system for using hand-held devices for providing a user with promotional opportunities, said system comprising:

a first hand-held device with a microprocessor embedded in said device; memory electronically connected to said microprocessor; hardware for receiving and processing auxiliary data and triggering an event; sound means capable of reproducing a sound to the user upon receiving notification of the trigger event, and interaction means for providing and receiving alerts from a second hand-held device that a triggering event or an alert has occurred on the first hand-held device, and

a second hand-held device with the hardware to receive the alert of the first hand-held device, sound means capable of reproducing a sound relative to the alert received from the first hand-held device, and interaction means for providing and receiving alerts from a first hand-held device that a an alert has occurred on the first hand-held device.

10. A method of interactive advertising and promotion in connection with a sports event or other special event, comprising

transmitting auxiliary data to owners of hand-held devices with means for receiving auxiliary data in conjunction with the event, where the auxiliary data is associated with a sponsor and carries information special significance relative to the event, the sponsor and the information is of special value to viewers,

providing means for television viewers to use the hand-held device in conjunction with the event for their use, the devices being capable of selectively receiving the auxiliary data, and

providing incentive for viewers to use the hand-held devices for selectively receiving the auxiliary data by rewarding the viewers with the information of special value, the interactive devices being capable of retaining indication of having received the information, and

using the devices to provide promotional opportunities for the users by means of the auxiliary data.

11. An apparatus for receiving a composite signal and transmitting auxiliary data to a hand-held device of a user, said apparatus comprising:

- input means for receiving composite signal,
- processing means for determining whether auxiliary data is present in the composite signal,
- enhanced circuitry for providing the apparatus with additional features; and
- transmission means for providing the hand-held device with the auxiliary data.

12. The apparatus of claim 11, wherein said enhanced circuitry is two-way feedback, network access, a graphics rendering unit, or control mechanism for an external device.

13. A hand-held device for providing a user with promotional opportunities, said hand-held device comprising:

- a microprocessor embedded in said device;
- means for receiving auxiliary data;
- means for processing auxiliary data to determine the promotional opportunities; and
- means for storing the promotional opportunities on portable storage.

14. A hand-held device for providing a user with promotional opportunities, said hand-held device comprising:

- a microprocessor embedded in said device;

memory electronically connected to said microprocessor;

a first means for receiving signals on said device, such that said device may be used in a first location,

a second means for receiving signals on said device, such that said device may be used in a second location,

circuitry, said circuitry capable of determining whether auxiliary data is present in the signals,

promotional means, said promotional means providing users with promotional opportunities resulting from receipt of the auxiliary data.